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**From:** Mike Walker <mike@quintessamarketing.com>  
**Sent:** Wednesday, February 3, 2021 12:17 PM  
**To:** Jill Wellskopf  
**Cc:** Leo Mingee; Lauren McNeil  
**Subject:** Re: Hupy Campaign

Thank you for the call today Jill. We are excited to see this relationship continue. I will send you a new contract with the 20% terms for commercial leads today. I have confirmed the campaign is still on and we have the capability to provide 100+ leads with the proper funding.

Please let me know if funding is going to be with the same credit card and if it is okay to run it now.

I will also get Herter and Canavan set up today in the portal.

Thank you!

Mike Walker  
**Quintessa Marketing**

On Wed, Feb 3, 2021 at 11:40 AM Jill Wellskopf <[JWellskopf@hupy.com](mailto:JWellskopf@hupy.com)> wrote:

Thank you both for your time today!

We are going to move ahead with Lauren's offer to cap 20% of our budget on commercial - \$4500/case and the remainder of our budget to be applied to MVA at \$1600/case.

Just to reiterate - **we do not take any WC cases** - and will reach out to some potential firms for you.....

We would like to put forth a budget of \$100K – to be used between WI, IL and Iowa.

Can we also set up dashboards for:

[LHerter@hupy.com](mailto:LHerter@hupy.com)

[JCanavan@hupy.com](mailto:JCanavan@hupy.com)

